

CLAIMS

What is claimed is:

1           1.     An image forming device comprising:  
2           an image engine configured to use a consumable to form a hard image;  
3           a consumable interface adapted to couple with the consumable; and  
4           processing circuitry configured to:  
5                 access a condition associated with an operation of the image  
6 forming device;  
7                 monitor the operation of the image forming device;  
8                 forward a request externally of the image forming device  
9 responsive to the monitoring indicating an occurrence of the condition;  
10                receive a message after the forwarding; and  
11                communicate the message.

1           2.     The device of claim 1 wherein the processing circuitry is  
2 configured to access the condition from the consumable.

1           3.     The device of claim 1 wherein the condition is related to a status  
2 of the consumable and the processing circuitry is configured to monitor the status  
3 of the consumable to monitor the operation of the image forming device.

1           4.     The device of claim 1 wherein the condition is not related to a  
2 status of the consumable.

1           5.     The device of claim 1 wherein the condition is related to a life span  
2 of the image forming device and the processing circuitry is configured to monitor  
3 the life span of the image forming device to monitor the operation of the image  
4 forming device.

1           6.     The device of claim 1 wherein the image engine is configured to  
2 use a plurality of consumables to form a hard image, and wherein the condition is

3 related to a status of one of the consumables not having the condition and the  
4 processing circuitry is configured to monitor the status of the one consumable to  
5 monitor the operation of the image forming device.

1 7. The device of claim 1 wherein the image engine is configured to  
2 use a plurality of consumables to form a hard image, and wherein the processing  
3 circuitry is configured to access a plurality of conditions related to statuses of  
4 respective ones of the consumables and to monitor the statuses of the  
5 consumables to monitor the operation of the image forming device.

1 8. The device of claim 1 wherein the processing circuitry is  
2 configured to provide an identifier of the image forming device within the request.

1 9. A marketing method comprising:  
2 accessing a condition associated with an operation of an image forming  
3 device configured to use a consumable to form a hard image;  
4 monitoring the operation of the image forming device;  
5 communicating a request externally of the image forming device using the  
6 image forming device and responsive to the monitoring;  
7 receiving a message responsive to the communicating the request; and  
8 communicating the message using the image forming device.

1 10. The method of claim 9 wherein the accessing comprises accessing  
2 the condition from the consumable.

1 11. The method of claim 9 wherein the accessing comprises accessing  
2 the condition related to a status of the consumable and the monitoring comprises  
3 monitoring the status of the consumable.

1 12. The method of claim 9 wherein the accessing comprises accessing  
2 the condition not related to a status of the consumable.

1           13. The method of claim 9 wherein the accessing comprises accessing  
2 the condition related to a life span of the image forming device and the monitoring  
3 comprises monitoring the life span of the image forming device.

1           14. The method of claim 9 wherein the accessing comprises accessing  
2 the condition related to a status of another consumable not having the condition,  
3 and the monitoring comprises monitoring the status of the another consumable.

1           15. The method of claim 9 wherein the accessing comprises accessing  
2 a plurality of conditions related to statuses of a plurality of consumables used by  
3 the image forming device to form the hard image, and the monitoring comprises  
4 monitoring the statuses of the consumables.

1           16. The method of claim 9 wherein the communicating the request  
2 comprises communicating the request including an identifier of the image forming  
3 device.

1           17. A marketing method comprising:  
2           accessing a condition associated with an operation of an image forming  
3 device configured to use a consumable to form a hard image;  
4           monitoring the operation of the image forming device;  
5           communicating a request using the image forming device to a marketing  
6 system external of the image forming device responsive to the monitoring;  
7           communicating a message using the marketing system responsive to  
8 receiving the request; and  
9           communicating the message using the image forming device.

1           18. The method of claim 17 wherein the accessing comprises  
2 accessing the condition from the consumable.

1           19. The method of claim 17 wherein the accessing comprises  
2 accessing the condition related to a status of the consumable and the monitoring

3 comprises monitoring the status of the consumable.

1 20. The method of claim 17 wherein the accessing comprises  
2 accessing the condition not related to a status of the consumable.

1 21. The method of claim 17 wherein the accessing comprises  
2 accessing the condition related to a life span of the image forming device and the  
3 monitoring comprises monitoring the life span of the image forming device.

1 22. The method of claim 17 wherein the accessing comprises  
2 accessing the condition related to a status of another consumable not having the  
3 condition, and the monitoring comprises monitoring the status of the another  
4 consumable.

1 23. The method of claim 17 wherein the communicating the request  
2 comprises communicating the request including an identifier of the image forming  
3 device, and further comprising selecting the message from a plurality of other  
4 messages using the identifier, and wherein the communicating the message  
5 comprises communicating the message after the selecting.